

Agriculture in the Community

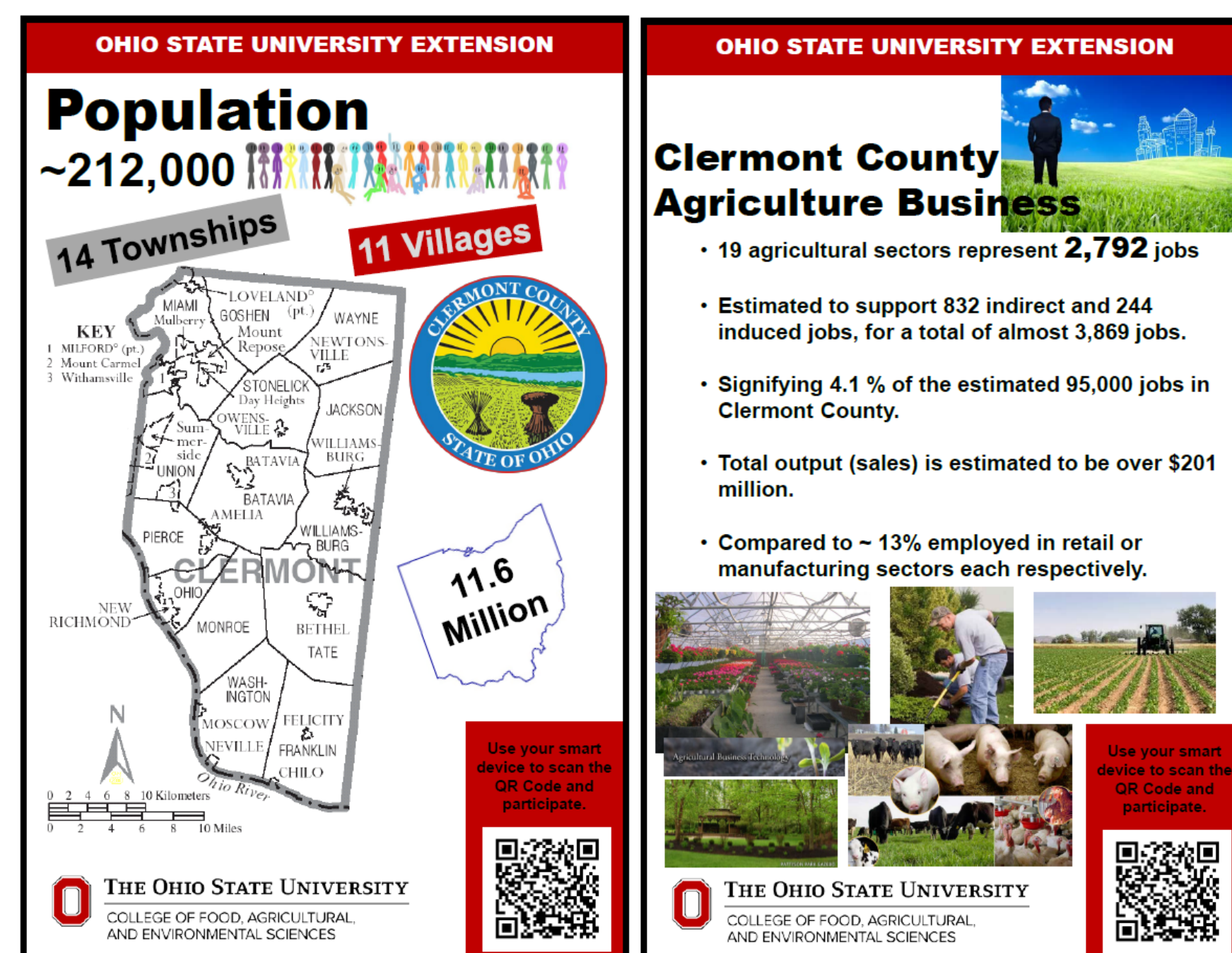
Nanette L. Neal, Clermont County; Trevor M. Corboy, Greene County, Agriculture & Natural Resources Educators

ABSTRACT

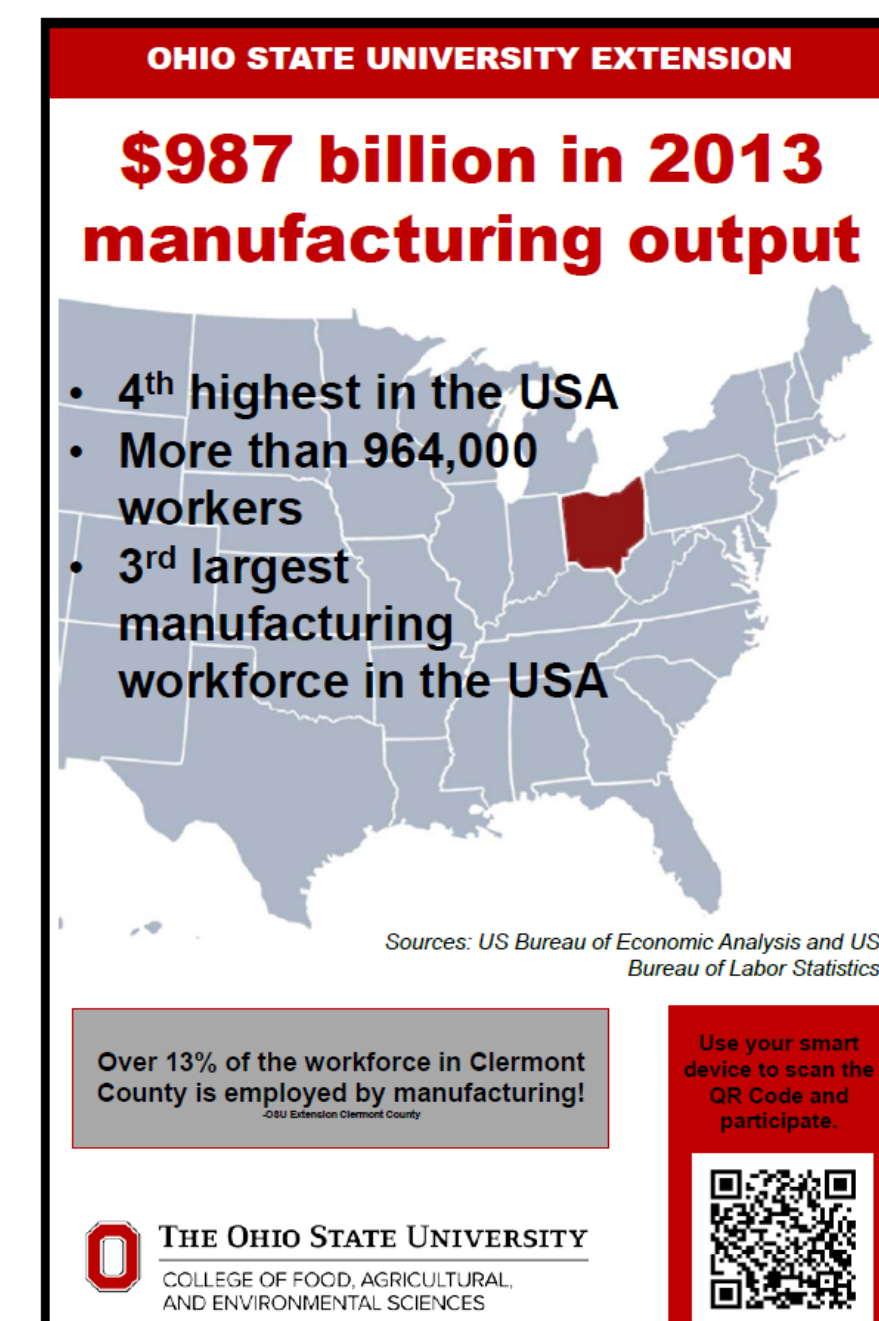
With two faces in Clermont and Greene County, Ohio, urban and rural, it is important to address the needs that are provided by agriculture and the community and how they work together to provide the necessary resources for everyday life. Clermont and Greene County have a diverse audience that attends the county fair: rural, urban and suburban. To educate the audience, posters (Ag in the Community) were created with facts from United States Department of Agriculture statistics, county statistics and various commodity organizations to educate the public on agriculture and community development. Each poster has a QR code or barcode, which may be scanned with a smart device linked to an online blog page for data collection. The audience targeted were the public and exhibitors who attended the Clermont County fairs in 2015 through 2018 and additionally in Greene County in 2018.

The results included approximately 400-viewed QR code at each of the fairs represented. Fair attendance was approximately 65,000 people who could have viewed the educational materials, but not viewed through the QR code. Posters were color printed on 11"x17" paper and laminated before displayed around the fairgrounds at designated locations. The results of the Ag in the Community posters were twofold: 1) educate the public on types of agriculture and community development items in Clermont and Greene Counties and 2) gather contact data for our newsletter and blog page in conjunction to find out if a participant knows about Extension or has ever used Extension's services.

Agricultural Business and County Demographics



Each of the counties had poster that educated the audience on agriculture businesses as well as general demographics such as population and number of municipalities.



The posters also focus on different sectors of the economy to highlight what Ohio has to offer.



Ag in the Community also includes aspects of agriculture that one may not think of as part of the industry.

BACKGROUND

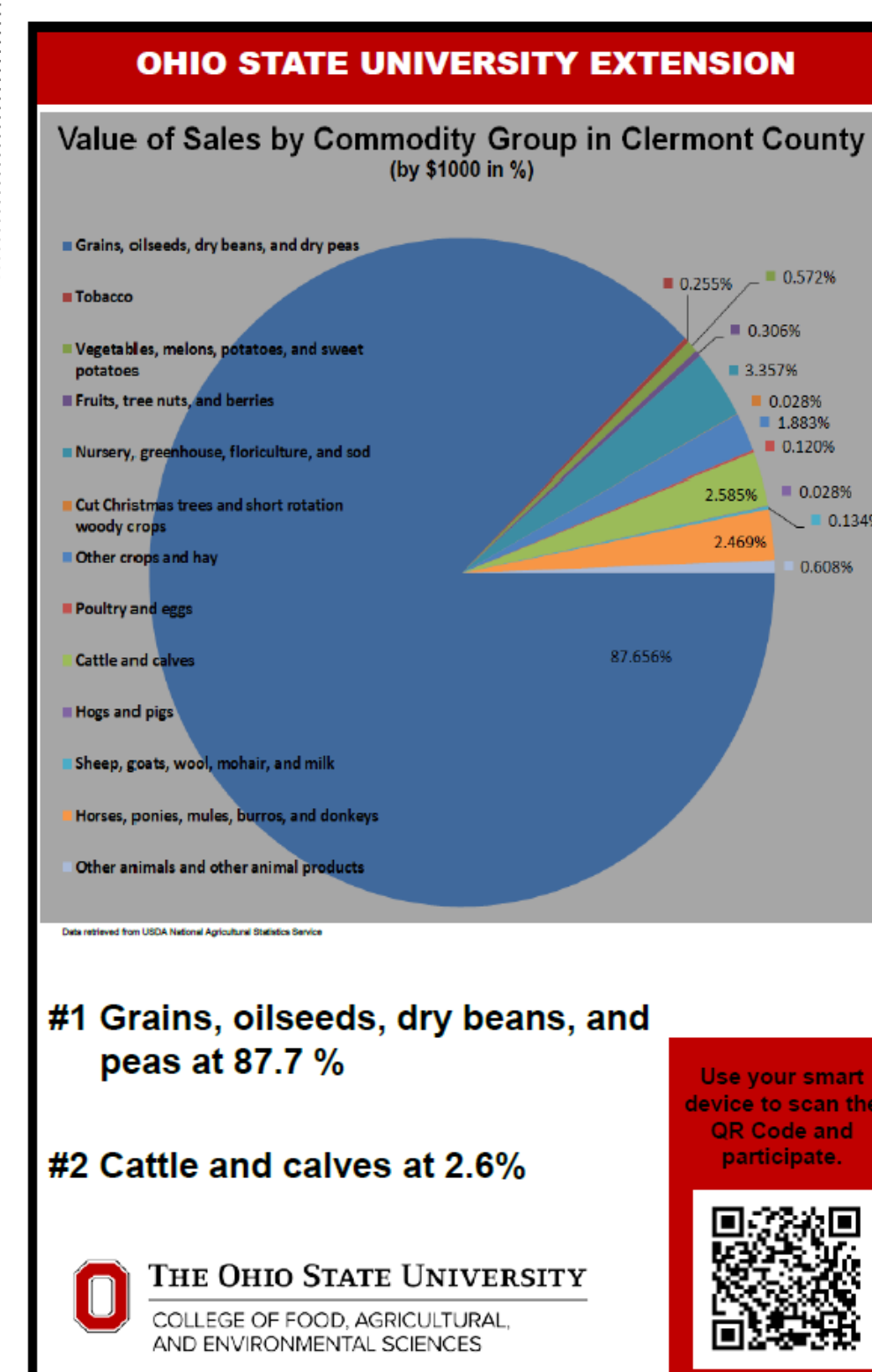
With “two faces” in Clermont and Greene County, Ohio, urban and rural, it is important to address the needs that are provided by agriculture and the community as well as how they work together to provide the necessary resources for everyday life. Clermont and Greene Counties have a diverse audience that attends the county fair: rural, urban and suburban. This is due to the location of Clermont and Greene Counties in southwest Ohio, situated adjacent to the urban cities of Cincinnati and Dayton respectively. In addition to being counties with rich roots in agricultural history.

As the need was identified to inform the diverse audience, the Agriculture and Natural Resources Educators collaborated to educate the public on agriculture and community development. The audience targeted were the public and exhibitors who attended the Clermont County fairs in 2015 through 2018 and additionally in Greene County in 2018.

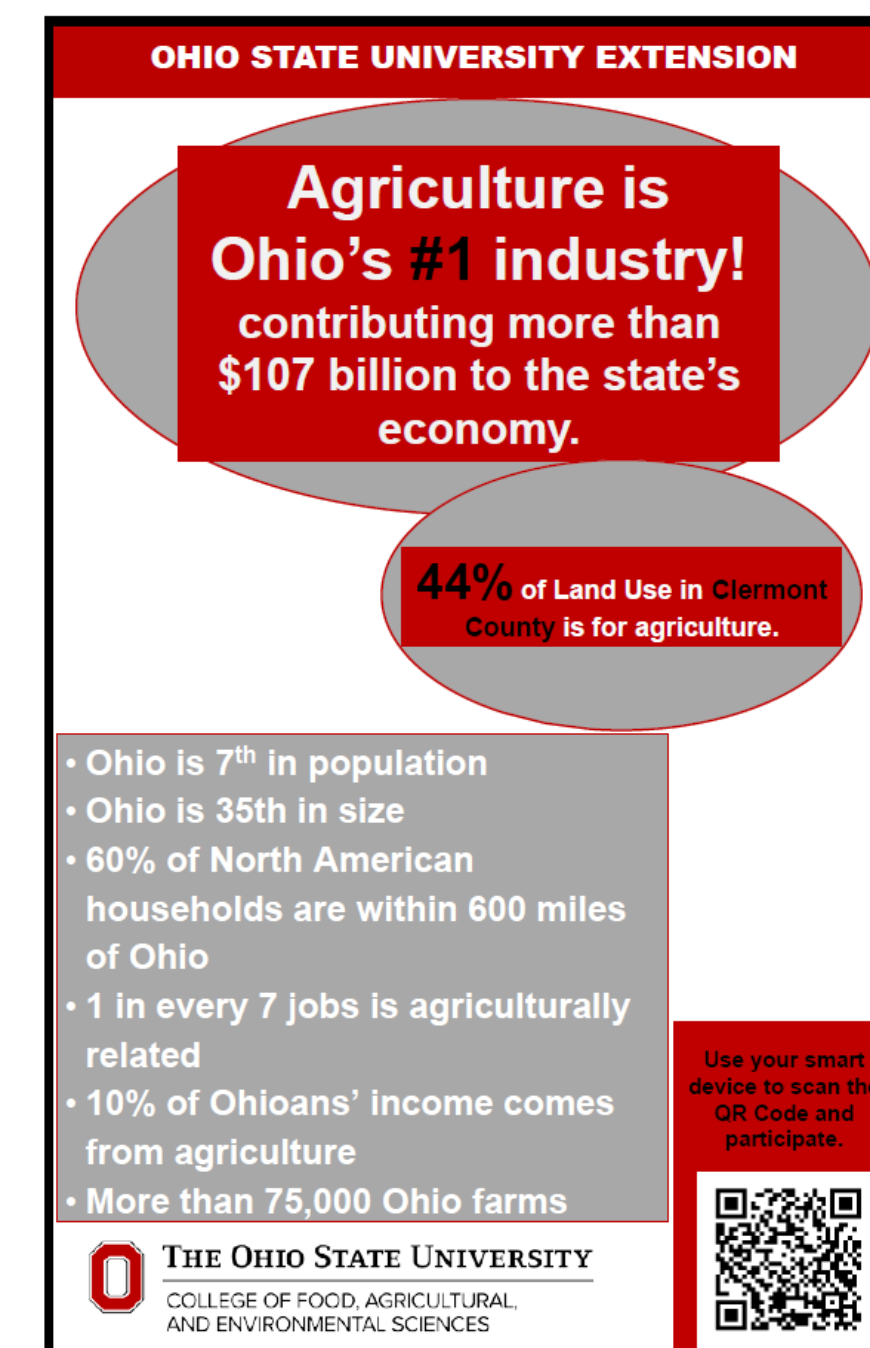
To educate this audience, posters (Ag in the Community) were created with facts from United States Department of Agriculture statistics, county statistics and various commodity organizations. Each poster has a QR code or barcode, which may be scanned with a smart device linked to an online blog page for data collection. Posters were color printed on 11"x17" paper and laminated before being displayed around the fairgrounds at designated locations.

AG IN THE COMMUNITY GOALS

1. Address the need for educational programming for the “two faces” of Clermont and Greene Counties (urban/rural interface)
2. Educate the public about agriculture and the community
3. Inform Clermont and Greene County, Ohio residents of the services offered through Ohio State University Extension
4. Gain contact information from individuals interested in learning more about Extension programming
5. Utilize blog and QR code technologies to measure reach and impact of the Ag in the Community posters



This poster demonstrates the value of agricultural sales by commodity group in Clermont County, Ohio. Many viewers are surprised by the amount of grains and oilseed produced in the county. This poster was duplicated with data for Greene County.



Agriculture is Ohio's #1 industry. It is important to help educate the fairgoers about this part of our economy.

Ag in the Community also focuses on agriculture statistics nationally in comparison to Ohio production.



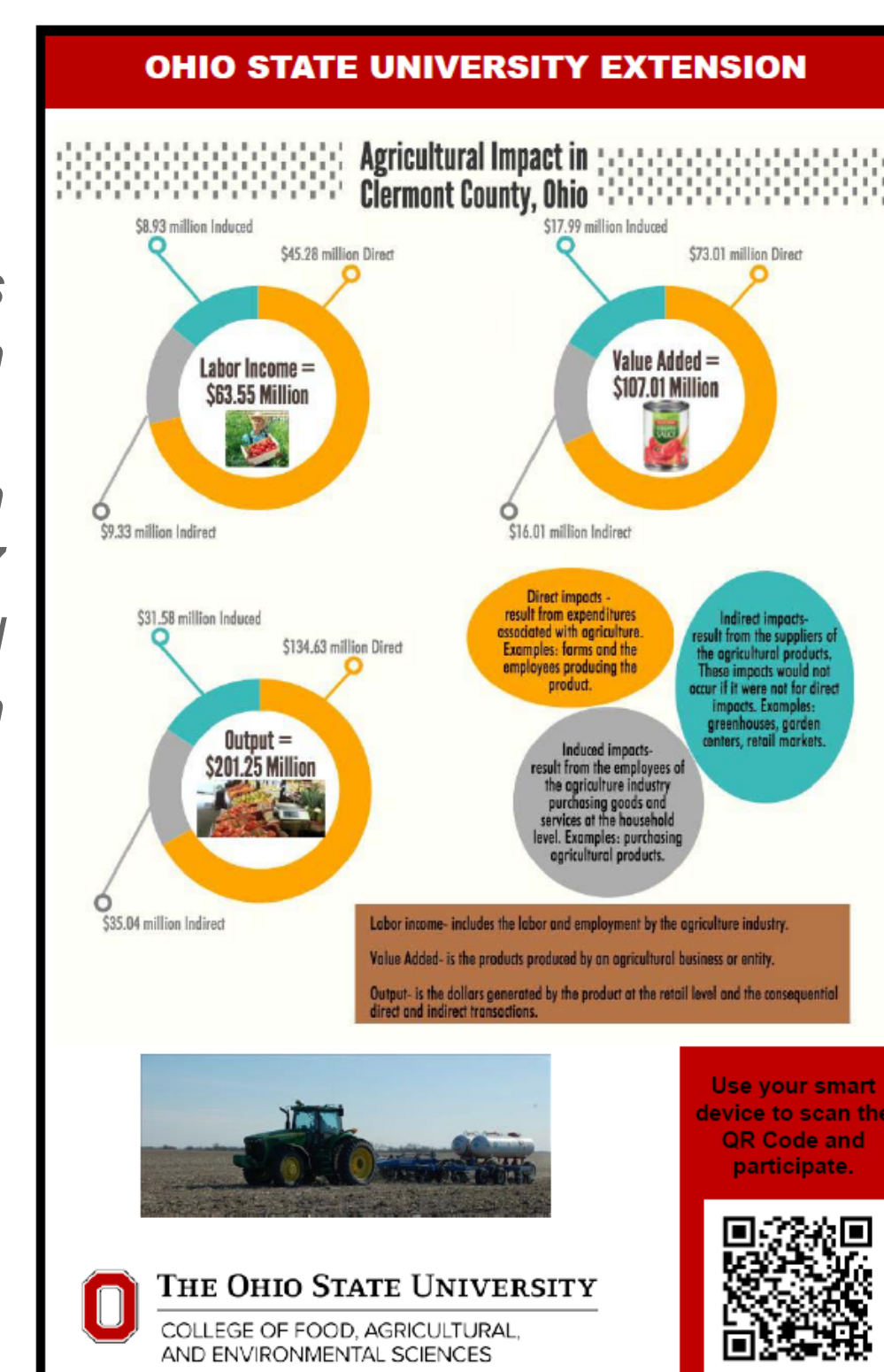
RESULTS

The results included 376 fairgoers who viewed the posters via the QR code. Fair attendance per fair event in Clermont and Greene Counties was approximately 65,000 people who could have viewed the educational materials, but may not have viewed the posters through the QR code.

The results of the Ag in the Community posters were twofold:

1. Educate the public on types of agriculture and community development items in Clermont County
2. Gather contact data for our newsletter and blog page in conjunction to find out if a participant knows about Extension or has ever used Extension's services.

Results indicate that audiences in Clermont and Greene Counties were interested in learning more about agriculture and the community. Most seemed to want to learn more about OSU Extension and have attended educational programs. This effort has aided in bringing the OSU Extension Clermont & Greene Counties blog sites to nearly 1200 subscribers each.



This poster demonstrates the agricultural impact in Clermont County, Ohio. Nearly \$63.55 million in labor income, \$107 million in value added products and \$201 million in agricultural outputs.